

JORDAN ERICKSON

GRAPHIC AND WEB DESIGNER

jce504@gmail.com

jordanerickson.com

EMPLOYMENT

TEAM PENSKE

2019-PRESENT

GRAPHIC DESIGNER

Produced marketing materials for Team Penske's racing teams and their partners; encompassing NASCAR, INDYCAR, IMSA and WEC. Work includes driver hero cards, promotional posters, logo designs, racecar livery design, social media graphics, event signage.

Assisted Team Penske and Penske Entertainment with partnership proposal decks.

JR MOTORSPORTS

2011 - 2019

GRAPHIC AND WEB DESIGNER

Produced marketing materials for the JR Motorsports NASCAR XFINITY team and various partners. Including hero cards, promotional posters, logo designs, racecar livery designs, social media graphics. Assisted JRM Licensing with maintenance of driver and team style guides for JR Motorsports and Hendrick Motorsports merchandise.

Developed responsive websites for; DaleJr.com, JRM racing.com and TheDaleJrFoundation.org

FREELANCE

2005 - PRESENT

GRAPHIC AND WEB DESIGNER

Provided clients with brand design, web development and assistance with marketing initiatives.

Clients include; Kasey Kahne Racing, TerraGreen Landscapes, Performance Racing Network, Dale Jr's Whisky River, and NASCAR drivers Justin Allgaier, Regan Smith and Josh Berry.

DESIGN WIZARDS

2009-2011

GRAPHIC DESIGNER

Responsible for producing advertisements used in phone books across the United States from concept to print. Design and code company web site and portal pages for various phone books.

DACOTAH SPEEDWAY

2005-2007

WEB AND GRAPHIC DESIGNER

Responsible for the development of the Decotah Speedway web site. Designed various print marketing material to promote the weekly racing program.

SKILLS

DESIGN

- Advance knowledge of Adobe Creative Suite; Photoshop, Illustrator and InDesign.

- Experience in preflighting files for print.

WEB DEVELOPMENT

- Front End Web Design and Development; HTML, CSS, jQuery, Bootstrap and other frameworks.

- Working knowledge of best Search Engine Optimization practices.

- Experience with various content management systems.

EDUCATION

BISMARCK STATE COLLEGE

2007-2010

Associates in Applied Science

Graphic Design and Communications

BISMARCK HIGH SCHOOL

2004-2007

High School Diploma

AWARDS

NASCAR MARKETING AWARD

2017

Best Driver Integration

NASCAR MARKETING AWARD

2016

Best Advertising Campaign

ND STATE NIPA CONFERENCE

2007

Newspaper Layout and Design

GUTENBERG AWARD

2003

Process Color / Electronic Publishing